



*Fiesta Days*  
*Souvenir Book*  
*May 17 to*  
*May 23, 1964*





Country Store



# OFFICIAL SOUVENIR

Celebrating the 116th anniversary of the First Fiesta Day in Vaca Valley

Vacaville, California



# FIESTA COMMITTEE

Bill Harris, chairman

Julius Lehfeltdt, vice-chairman

Susie Zysman, secretary

Toby Garcia

Queen Pageant

Warren Hughes

Parade

George Duke  
and Dick Isnor

Boxing Show

Julius Lehfeltdt

School Events

Frank Steiner

Town and Country Dinner

Lois Kaplow

Fiesta Booklet

Bob Patterson

Leisure Town Events

John McBride

Booths and Park Events

Mike Conner

City and Whiskerino

Charles Page

Publicity

THE COMMITTEE WAS ASSISTED BY:

Vacaville City Employees, Jay Johnson, public address system, Bob Melvin, electrician, and Gerald Whitaker, photography.

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A very special thank you to Charles Page and Richard Rico for helping with the pictures and the layout of this book.

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We would like to thank the Merchants and Business Men for their cooperation in sponsoring the following pictures, and making it available to the public free of charge. Also a Special Thanks to the advertising committee for their solicitations.

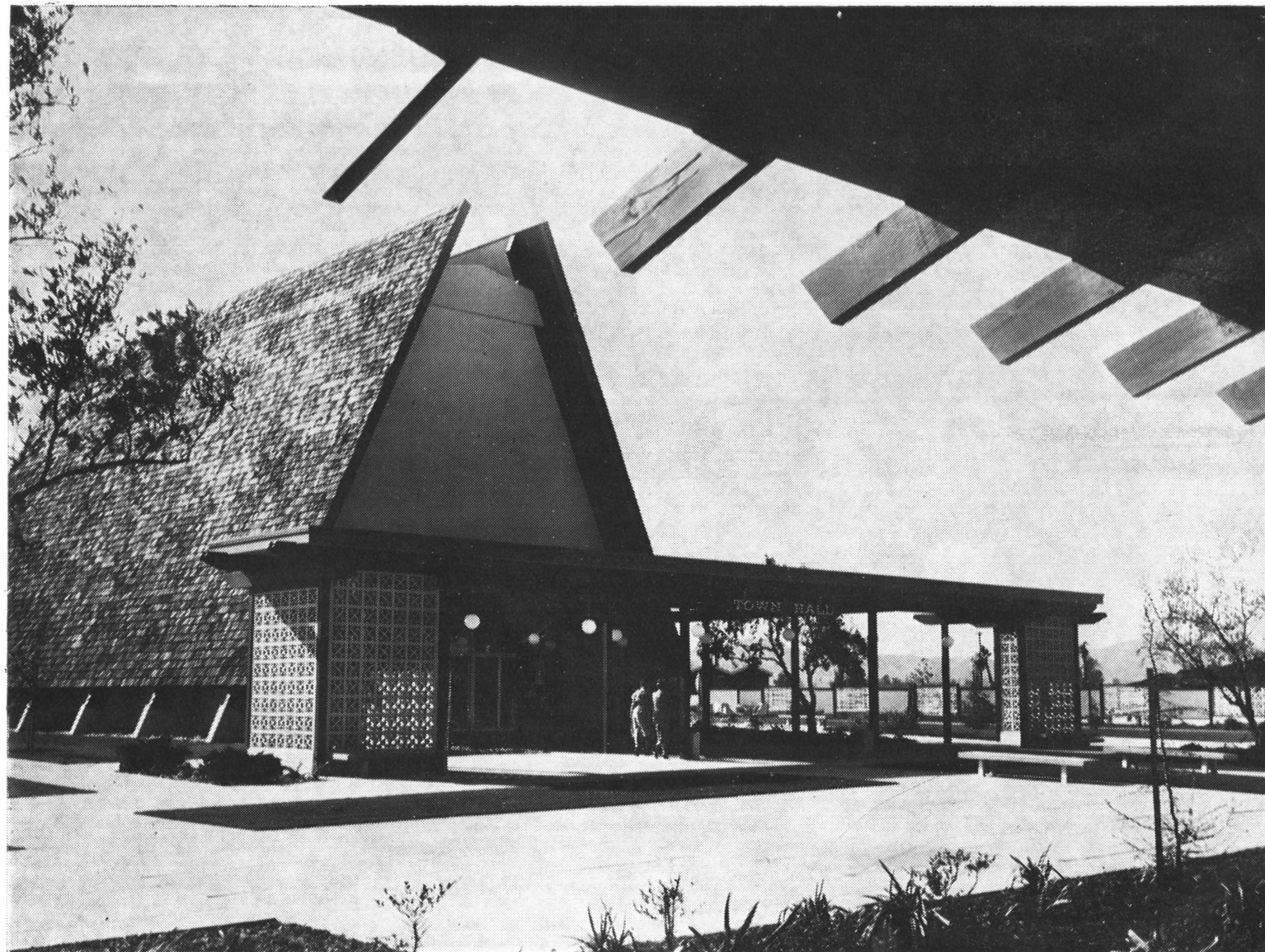
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## ADVERTISING COMMITTEE

MRS. HELEN FORSHAY, MRS. OBIE LADD, MRS. VIRGINIA PASLEY, MRS. LILLIAN RICO, MRS. BERTHA RILEY, MRS. LUCILLE SPENGLER, MRS. THEO STONE, MRS. CAROLYN THOMPSON, MRS. BETTY ULICS, MRS. GAYLE UPTMOR and MRS. MARGE WILLIAMS

SKETCHES — Fran Swearingen





Leisure Town



## **VACAVILLE FIESTA DAYS SCHEDULE OF EVENTS**

### **SUNDAY, MAY 17**

#### **ART LEAGUE SHOW**

Andrews Park Pavilion — 2:00 to 6:00 p.m.

### **MONDAY, MAY 18**

#### **LEISURE TOWN PROGRAM**

California Sample Parking Lot — 3:00 p.m.

#### **TOWN and COUNTRY DINNER**

Cocktails 7:00 p.m. Dinner 8:00 p.m.

Speaker: Mr. John Denton, Attorney

\$2.50 per person

#### **PALS and SALS SQUARE DANCERS**

Safeway Lot — 8:00 p.m.

### **TUESDAY, MAY 19**

#### **SCHOOL MUSIC PROGRAM**

Andrews Park Pavilion — 6:00 to 9:00 p.m.

Julius Lehfelddt, Chairman

#### **DINNER IN ANDREWS PARK**

Sponsored by VFW Auxiliary

### **WEDNESDAY, MAY 20**

#### **BOXING SHOW**

Andrews Park — 8:00 p.m.

\$2.00 per person

#### **TEEN BAND**

Cal Sample Parking Lot — 4:00 p.m.

### **THURSDAY, MAY 21**

#### **LEISURE TOWN PROGRAM**

Cal Sample Parking Lot — 3:00 p.m.

#### **QUEENS PRESENTATION BALL**

Officers Club — Travis Air Force Base

Cocktails 7:00 p.m. Dinner 8:00 p.m.

\$5.00 per person

### **FRIDAY, MAY 22**

#### **QUEENS PAGEANT**

Starlite Theater, Andrews Park — 8:00 p.m.

\$1.00 per person

### **SATURDAY, MAY 23**

#### **FIESTA DAY PARADE**

10:30 a.m.

#### **BAND CONCERT**

Andrews Park — Immediately following parade

#### **LIONS BARBECUE**

Andrews Park — Starts at noon

#### **BEARD CONTEST**

Andrews Park — 2:30 p.m.

#### **PARADE AWARDS PRESENTATION**

Andrews Park — 3:00 p.m.

#### **PHYLLIS BIGELOW SCHOOL OF DANCE**

Andrews Park — 4:00 p.m.

#### **SPANISH-AMERICAN CLUB**

Andrews Park — 6:00 p.m.

#### **PALS and SALS SQUARE DANCERS**

Andrews Park — 8:30 p.m.

#### **TEEN DANCE**

Quonset Hunt, Andrews Park — 8:00 p.m.

Organization booths and a carnival will run continuously throughout the Fiesta Days Celebration.





**Strauman's Inc.**



(Another — Winner — By the J.C.'s of 63)

**Junior Chamber of Commerce**

***Tomorrow's Leaders —***

***Young Men of Action***

**JACK E. RICH JEWELERS**

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TALBOT REALTY  
740 Merchant St. 448-3534 448-6442  
437-3422

Sharon Christofferson — 1963 Fiesta Queen



GUARANTEE TITLE CO. — FAIRFIELD

Flag Raising Ceremony — Andrews Park



SEARS ROEBUCK & CO.

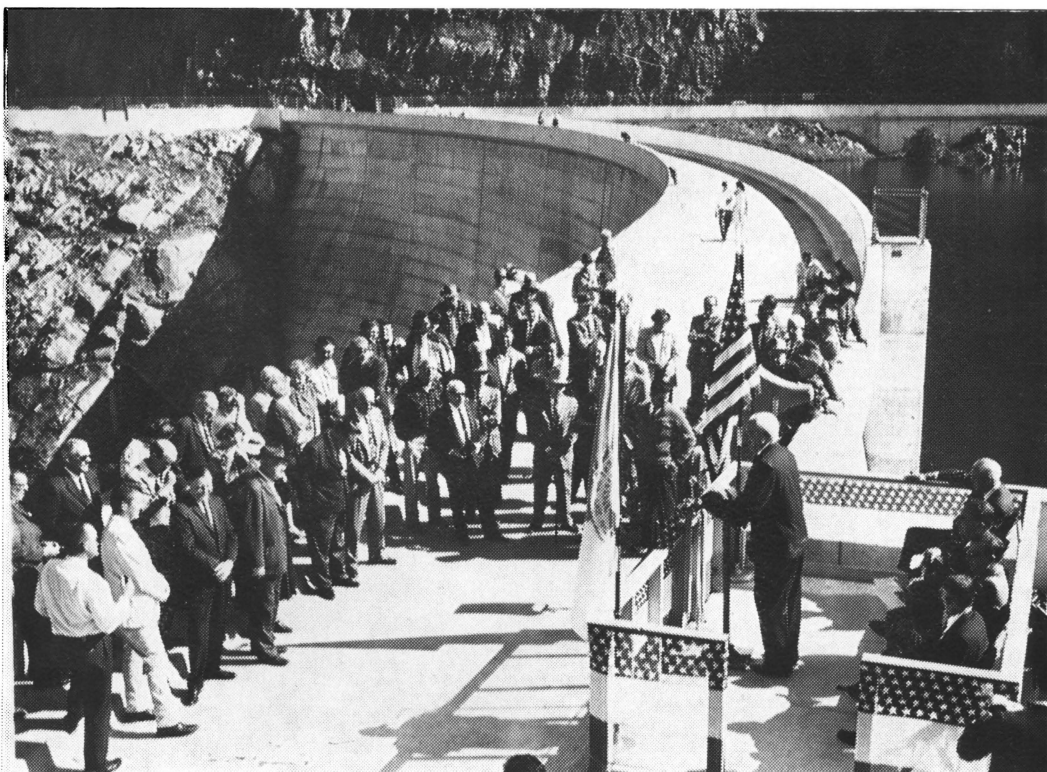


Vacaville's Barber Shop Quartet — The Gold Tones



THE BUCKHORN

Dedication of Monticello Dam

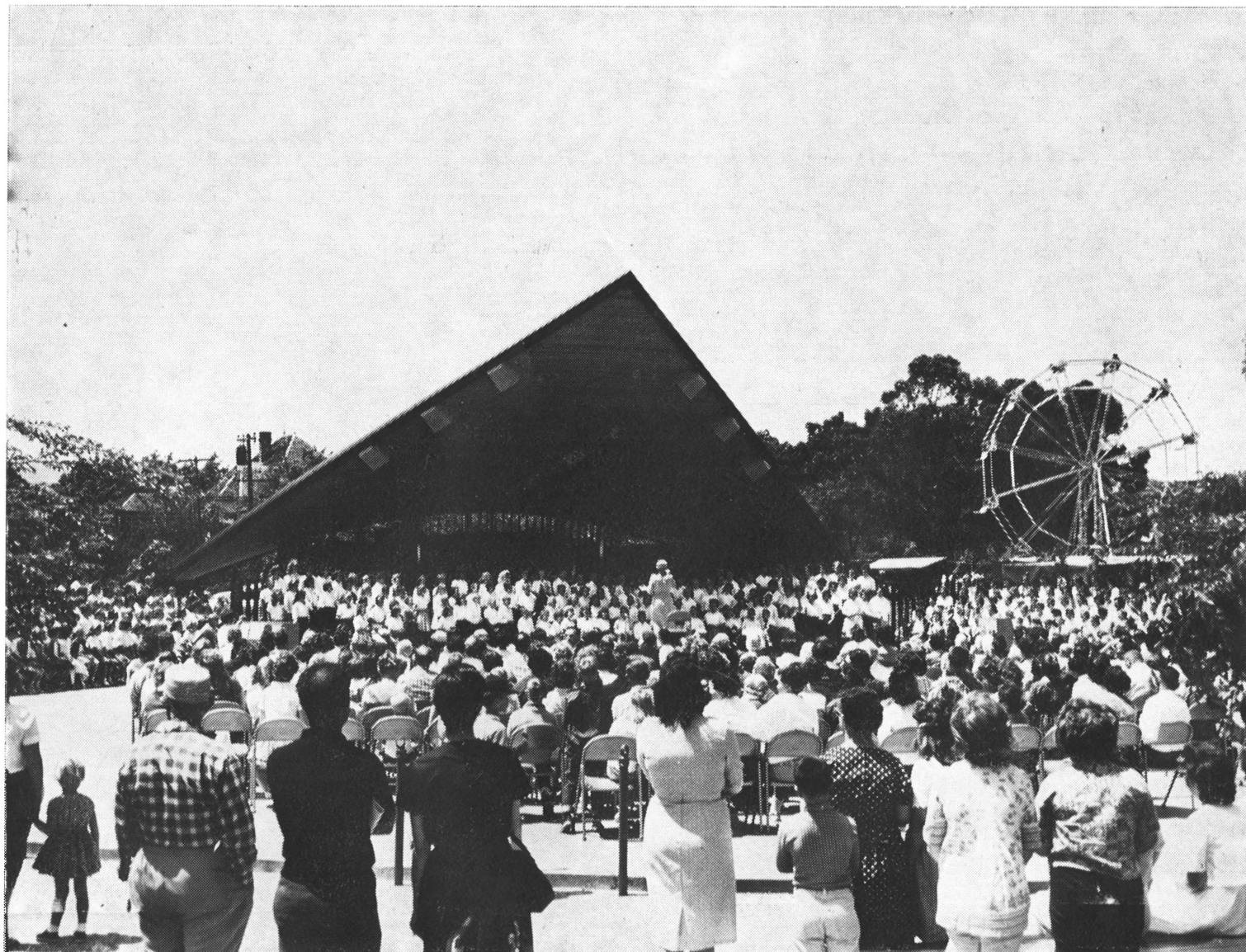


T & R DISTRIBUTORS — FOREMOST DAIRY

## The Pena Adobe Restoration



**Courtesy of Vacaville Professional Men and Women**





Fiesta Whiskerino Contest



BEN FRANKLIN

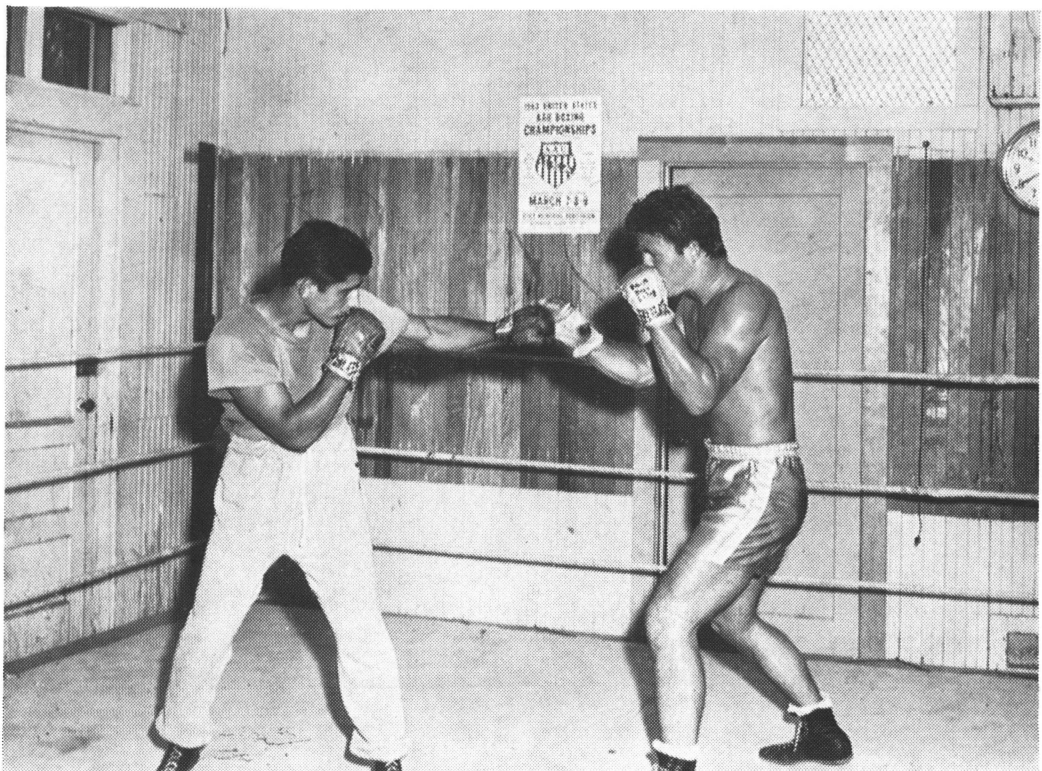
BANK OF AMERICA

Vacaville High's Famous Drill Team



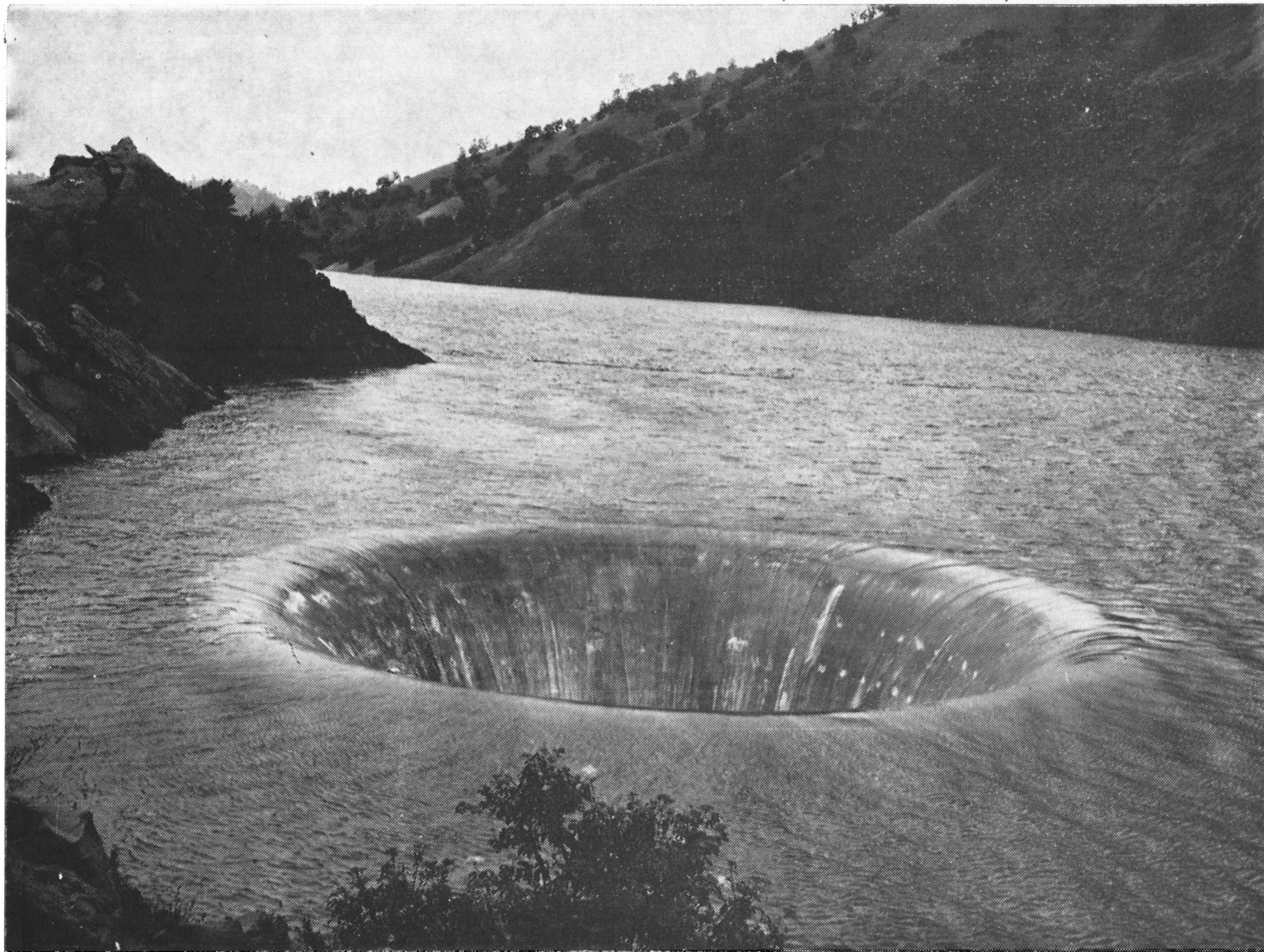
VACAVILLE U-SAVE DELICATESSEN and LIQUOR

A Boxing Club to be proud of



CENTRAL CALIFORNIA FEDERAL SAVINGS and LOAN ASSOCIATION

A Memorable Event in the Area's Water Development "The Glory Hole"



**Vacaville Electric — Safeway Stores — Klotz Auto Parts**



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Vacaville Auto Parts — Western Auto Supply Co. — Stith Chevrolet-Oldsmobile

Freeway 1964



**Vacaville Bldg. Materials — Spengler Realty — Dick Lewis-Ford Sales**



Measuring a 'Mighty Big Tree'



VACAVILLE REPORTER PUBLISHING CO.



KNAPP'S TOTS TO TEENS — GRANDE'S SHOES



CITY CAB CO. — DOHERTY'S NEWS STAND





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# *Fairfield Title Co.*

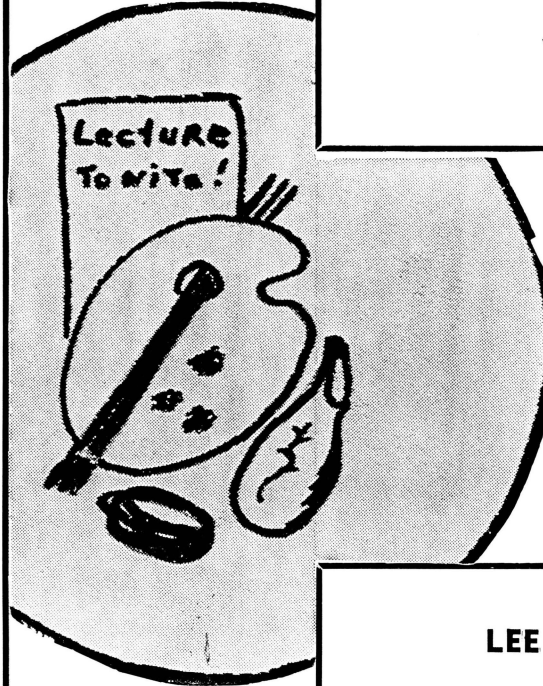
Announces the Opening

of it's

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TO GROW WITH VACAVILLE



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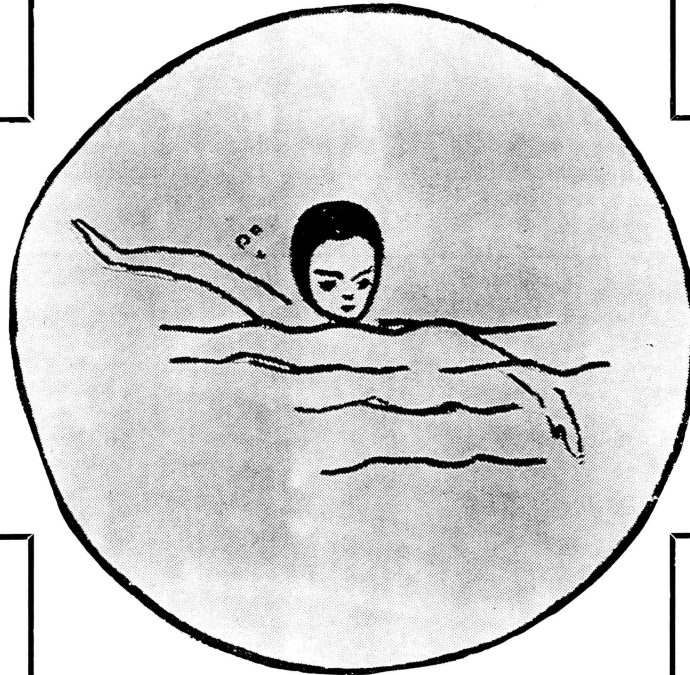
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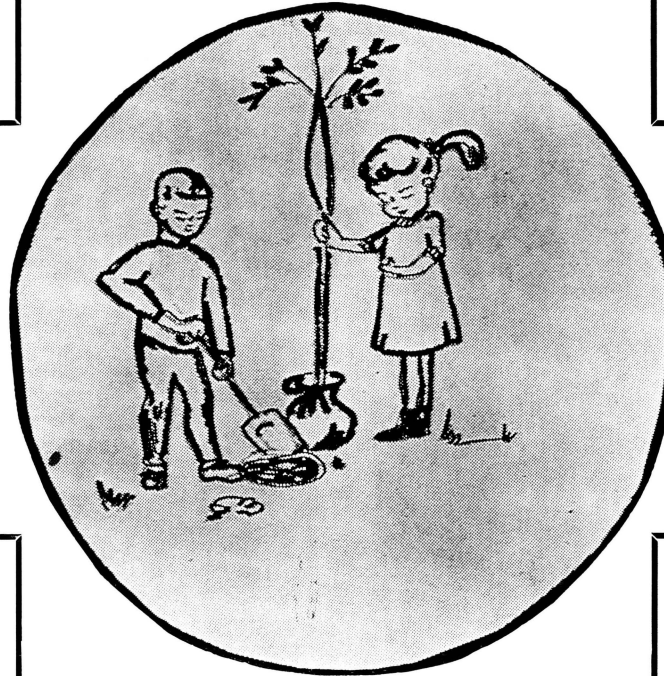
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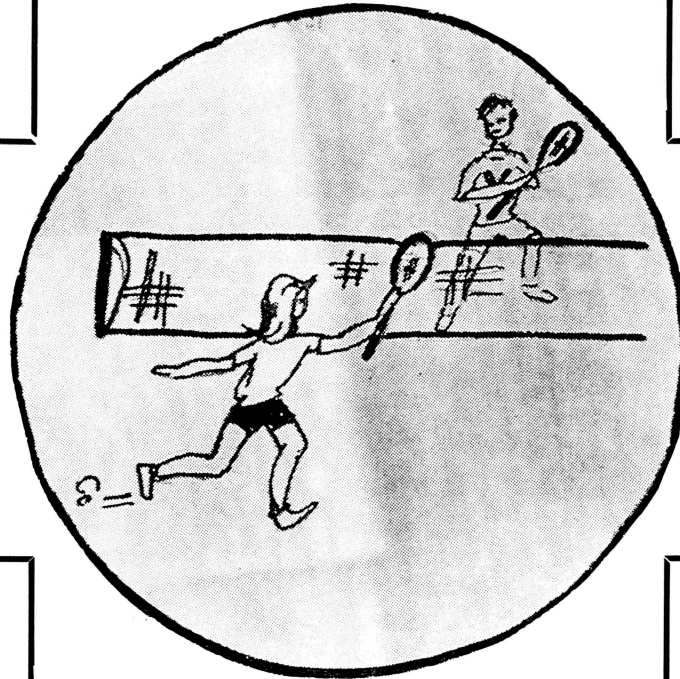
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**Salutes to  
Vacaville Recreation Dept.**

1954 - 1964

10 years of Progress  
John McBride, Director

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**VACAVILLE NURSERY**

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**VACAVILLE DRUG CO.**

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**Recreation Department**

May 30, 1964

Annual Cross Country Race  
High School Athletes  
From Northern California

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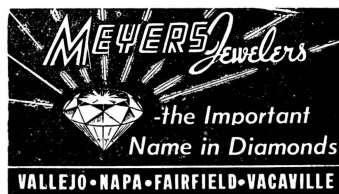


## Recreation Department

4th of July

Contest and Events —  
Andrews Park

City Wide Swimming Meet —  
Vacaville High School



Office 448-6423 or 448-6424



**Pipkin Realty**

Jack L. Pipkin, Broker - Notary  
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Men's and Ladies' Apparel

VACAVILLE, CALIFORNIA

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The House of Fashion

Vacaville

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Cornish Game Fryers

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We sell Beef - Pork - Veal - Lamb  
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## ALICE'S BEAUTY SHOP

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Vacaville

"SEE US FOR BETTER VALUES"  
IS OUR SLOGAN





CALIFORNIA SAMPLE FURNITURE CO. — THE FABRIC CENTER

**Congratulations to the**  
**Vacaville Chamber of Commerce**  
**on your**  
**Fiesta Day Celebration**

**Best Wishes**

**Crocker Land Co.**

660 Market Street  
San Francisco  
California

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DOUGLAS STATION  
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County Since 1947

When you accept responsibility for an event that has grown as large as Vacaville Fiesta Days, it is somewhat like the experience of taking charge of a giant party, then waiting anxiously to see if anyone will come.

You want to shake the hand of the first man you see growing a beard and thank him for it. Soon there are many beards, and people talking about their Fiesta Days plans — and you know everything is going to be all right.

Conservatively estimated, there are about 1000 people actively engaged in this year's Fiesta Days celebration. Ideally, the number should be closer to 14,000, the population of Vacaville, since only those who join directly in the festivities, in the fiesta tradition, achieve anything other than passive entertainment.

But the number grows each year as the pendulum of our civilization swings back to capture those values our ancestors appreciated, but became lost in the confusion of two world wars.

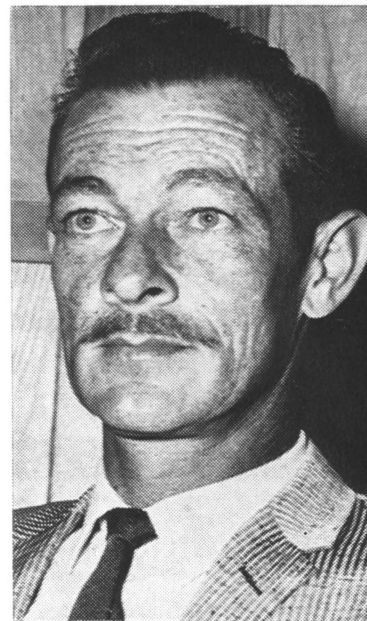
One look at the names on the Fiesta Days committee roster should have provided assurance that everything would be all right. It has been a genuine pleasure to work with such a group of individuals — the kind of people who know how to have fun working, voluntarily.

Although their names appear elsewhere in this booklet, I want to express special appreciation to: Warren Hughes, Toby Garcia, Julius Lehfeltdt, George Duke, John McBride, Charlie Page, Mike Conner, Dick Isnor, Frank Steiner, Lois Kaplow, Bob Patterson, George Weisker and Susie Zysman.

As in the past, many of the chores of the annual celebration are performed by firemen and city crews, largely on their own time. A new resource — the people at Leisure Town — provides a tremendous boost this year.

Also, there are several hundred others, and you know who you are.

Thanks.



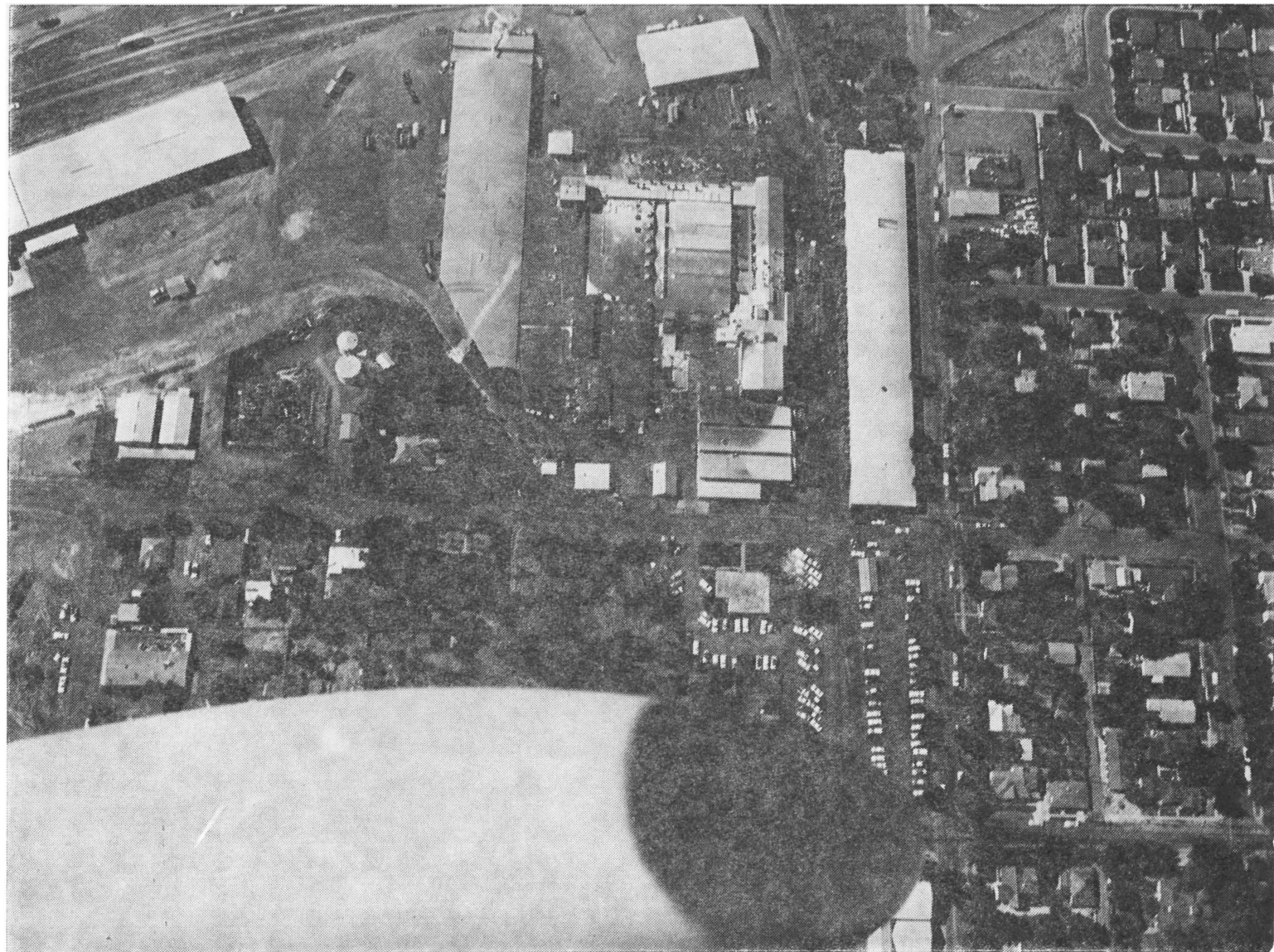
Bill Harris

Chairman



**A Pastoral Scene in Browns Valley**





**Compliments of Basic Vegetable Products, Inc.**



**After the Fiesta, Enjoy Western**



**Food at the Nut Tree, Highway 40**